

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision 498410 /		Alt Order # 06368073
Product NRSC-HELLER 4 SENATE		
Contract Dates 10/17/12 - 10/23/12		Estimate #
Advertiser NRSC Heller For Senate		Original Date / Revision 10/22/12 / 10/22/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 20	KVVU	10/22/12	10/22/12	Fox 5 News at 5	5-530p		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Fox 5 News at 5	5-530p	M-----	:30		\$950.00	NM		
	See MG 20.2											
	2	KVVU	10/22/12-10/22/12	BB League Championships	1pm-8pm	M-----	:30		\$3,250.00	NM		
	Ⓜ MG for 21.2,25.1,23.2,20.1											
E 21	KVVU	10/18/12	10/18/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$1,025.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	----Th----	:30		\$1,025.00	NM		
	See MG 21.2,21.3,21.4,21.5											
	2	KVVU	10/22/12-10/22/12	Special Early News	Special Early News	M-----	:30		\$765.00	NM		
	Ⓜ See MG 20.2											
	3	KVVU	10/20/12-10/20/12	Touch	Sat 11p-12a	-----Sa--	:30		\$175.00	NM		
	Ⓜ MG for 15.1,11.1,9.2,21.1											
	4	KVVU	10/18/12-10/19/12	Special Early News	Special Early News	----ThF----	:30		\$450.00	NM		
	5	KVVU	10/18/12-10/19/12	Special Early News	Special Early News	----ThF----	:30		\$450.00	NM		
	Ⓜ MG for 15.1,11.1,9.2,21.1											
E 23	KVVU	10/22/12	10/23/12	Extra	M-F 7-730p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/22/12-10/28/12	Extra	M-Sa 8-10p/Su 7-1M	TuWThFSaSu	:30		\$950.00	NM		
	See MG 20.2											
E 25	KVVU	10/22/12	10/22/12	TMZ	M-Sa 8-10p/Su 7-1		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$850.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	TMZ	M-Sa 8-10p/Su 7-1M	-----	:30		\$850.00	NM		
	See MG 20.2											
Totals											40	\$30,835.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>		<u>Alt Order #</u>
498410 /		06368073
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/17/12 - 10/23/12	NRSC-HELLER 4 SENA	
<u>Advertiser</u>		<u>Original Date / Revision</u>
NRSC Heller For Senate		10/22/12 / 10/22/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	40	\$30,835.00	\$26,209.75
Totals	40	\$30,835.00	\$26,209.75

Signature: _____ **Date:** _____

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FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
OCT22/12 14.49
*** KVVU-TV ***

AGY # 1751	AGY. NAME	STRATEGIC MEDIA SERVICES	BUYER NAME	NEIL WILLIAMS
		3299 K. STREET NW, SUITE 200	SALES PRSN	PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6368073 CLASS: NATL. LOCAL REGIONAL

PRDCT	NRSC-HELLER 4 SENATE	EST #	COMMENTS: (LINE, ORDER, INVOICE)

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT22/12 14.49

TO ROSE
FR NIKKI
OK'D M15
SEE LINE 49
TOTAL 30835 (-265)
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NRSC- DEAN HELLER FOR SEANTE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
39	S		730P-800P	30		\$765.00	10/22	10/22	0		MON	0
PROGRAM : SPECIAL NEWS AFTER DEBATE ORD COM1 : SPOTS N/A DUE TO SPORTS. SEE MG OFFER. PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT17 ON LINE-9 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT17 ON LINE-11 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT17 ON LINE-15 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT18 ON LINE-21 FOR 1 SPOT/WK												
20	S		500P-530P	30		\$950.00	10/22	10/22	0		MON	0
PROGRAM : NEWS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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49	A		430P-800P	30		\$3,250.00	10/22	10/22	1		MON	1
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PROGRAM : NLCS GAME #7
 ORD COM1 : SPOTS N/A DUE TO PRG CHG. AIRING NLCS GAME #7. SEE MG. FLIGHT ENDS
 ORD COM2 : 10/23 CREDIT \$265. PLS APPROVE.
 THIS IS A MAKE-GOOD FOR OCT22 ON LINE-20 FOR 1 SPOT/WK
 THIS IS A MAKE-GOOD FOR OCT22 ON LINE-39 FOR 1 SPOT/WK
 THIS IS A MAKE-GOOD FOR OCT22 ON LINE-38 FOR 1 SPOT/WK
 THIS IS A MAKE-GOOD FOR OCT22 ON LINE-37 FOR 1 SPOT/WK

38	S		900P-930P	30		\$950.00	10/22	10/22	0		MON	0
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PROGRAM : EXTRA
 ORD COM1 : TP CHG DUE TO DEBATE. PRE-BOOKED. PLS APPROVE.
 THIS IS A MAKE-GOOD FOR OCT22 ON LINE-23 FOR 1 SPOT/WK

37	S		930P-1000P	30		\$850.00	10/22	10/22	0		MON	0
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PROGRAM : TMZ
 ORD COM1 : TP CHG DUE TO DEBATE. PRE-BOOKED PLS APPROVE.
 THIS IS A MAKE-GOOD FOR OCT22 ON LINE-25 FOR 1 SPOT/WK
 STATION MAKEGOOD OFFERS:
 M15 OK'D BUY#20 MISSED: MON/500P-530P OCT22 30S \$950.00 (OCT22/12)
 BUY#39 MON/730P-800P OCT22 30S \$765.00
 BUY#38 MON/900P-930P OCT22 30S \$950.00
 BUY#37 MON/930P-1000P OCT22 30S \$850.00
 OFFER: MON/430P-800P OCT22 30S \$3,250.00 PLS ADVISE.
 CMT: SPOTS N/A DUE TO PRG CHG. AIRING NLCS GAME #7. SEE MG. FLIGHT ENDS
 CMT: 10/23 CREDIT \$265. PLS APPROVE.

OCT/12 30835.00 CONTRACT TOTAL 30835.00
 TOTAL SPOTS 40

MARKET TOTALS \$153,500 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE